

Neighborhood Advisory

New Traffic Restriction on W. Montgomery Avenue (MD 28) at Hurley Avenue

The City of Rockville has received a petition from residents to install traffic diversion measures to reduce the high volume of cut-through traffic traveling southbound on Watts Branch Parkway during weekday morning peak hours. A study conducted by the City confirmed that Watts Branch Parkway meets the eligibility requirements for a traffic diversion plan, as outlined in the City's Guidelines for Neighborhood Traffic Management. The City conducted public outreach to collect comments from the residents in surrounding communities and held a public meeting to discuss potential measures for addressing the cut-through traffic issue.

While more residents supported a turn restriction on Watts Branch Parkway at Hurley Avenue, many voiced their concerns about access to their homes and school during morning hours. Residents also expressed concerns about inadvertently shifting traffic to other nearby streets. City staff consulted with the City Manager and the Chief of the Rockville City Police Department, and agreed to address the issue with a pilot project as a first step.

The City will coordinate with the Maryland State Highway Administration to install a "Local Traffic Only, 7 - 9 AM, Monday – Friday," sign on eastbound MD 28, before the intersection with Hurley Avenue, with a right arrow. This measure should deter non-local traffic from making right turns onto Hurley Avenue from MD 28 (and from subsequently making left turns onto Watts Branch Parkway) during weekday morning peak hours.

While this restriction is intended to discourage cut-through traffic, local traffic using Watts Branch Parkway to reach a particular destination in the immediate neighborhood (including Fallsmead Elementary School) will be able to continue making the right turn from MD 28 onto Hurley Avenue. It should be noted that enforcing such local traffic only restrictions and citing motorists for violating the sign regulation is very difficult. Traffic and Transportation Division staff will collect traffic counts on Watts Branch Parkway in the fall to assess the impact of the proposed sign. City staff will also continue exploring other measures, if needed.

If you have questions about this turn restriction, please contact Oleg Kotov, Senior Transportation Planner, at 240-314-8527 or okotov@rockvillemd.gov.

